Business Recognition Program: Peterson's Insurance Agency October 12, 2004 7 p.m. City Council Meeting

Tonight we have the pleasure of recognizing an outstanding Santa Clara business, Peterson's Insurance Agency, founded by Antone Peterson, and the DeLozier family who were early business partners, and who continue to run the agency today.

While the City has been recognizing the accomplishments of local businesses for many years, a more formal Business Recognition Program was established by the City Council near the end of 2003, upon the recommendation of a committee of the City Council, the Mission City 21 (Economic Development) Committee. The recognition program is a joint one with the Santa Clara Chamber of Commerce and Convention-Visitors Bureau, and we have with us tonight Steve Van Dorn of the Chamber/CVB who will also be making a presentation to Peterson's.

This is the third use of the City's new, formalized business recognition program. The program recognizes the valuable contributions that all businesses make to the City of Santa Clara.



Peterson's Insurance Agency has very deep roots in Santa Clara, and is one of the oldest, active businesses in our community. Pete Peterson founded the agency in 1903, one hundred and one years ago.

At first he operated his business from his home here in Santa Clara. In 1929, he moved his agency to downtown Santa Clara, to 986 Main Street, behind the old Bank of Italy at 1088 Franklin St. Pete's business motto was "If It's Insurable, We Insure It." Today Peterson's Insurance Agency still uses the antique office furniture and a safe purchased by Pete from the Bank of Italy.

Peterson's Insurance Agency had been around as a business for more than a quarter-decade when in 1955, because of his age, Mr. Peterson took in Joseph H. DeLozier as an equal partner. Joe was selected because of his insurance background, education and experience. Joe can be seen in this photograph, standing in the center. To the right is Pete Peterson. Seated at the table are (left to right) Mrs. Dorothy Byers (Joe DeLozier's mother-in-law), Mrs. Joe DeLozier (Joanne), and Mrs. Antone Peterson (Marion).



Shown in this photograph are Peterson's employees from 1966 and 1967. They are (from left) Frank Keller, who was the manager of Peterson's, and also former Mayor and City Council Member; agency secretaries Joanne DeLozier and Blanche Dillon; and agency coowner and salesman Joe DeLozier. For history buffs, Frank Keller was Santa Clara's Mayor when the present City Hall was constructed. Mayor Frank Keller's name is listed on the dedication plaque in the breezeway of the entrance to City Hall.

Even if you are new to the community, you may recognize the Peterson name. Mrs. Peterson, the former Marion Sherman, was a native Santa Claran. She taught school and served on the Santa Clara school board for more than 45 years. Peterson Middle School, formerly Peterson High School, is named in her honor.





Throughout his career, Pete Peterson prided himself on personal service to his insurance clients, a theme the company continues today. Pete is shown here, with a baby of one of his customers, when he stopped at their home one Sunday morning to deliver an insurance policy. The baby was making mud pies. We understand this baby is now more than 70 years old, and is the wife of a San Jose attorney.

Mr. Peterson retired in 1958, remaining a partner/owner in Peterson's Insurance until his death in October 1965 at the age of **80.**



Partner Joe DeLozier continued to move Peterson's Insurance Agency forward.
This photo, taken in January 1966, shows Joanne and Joe DeLozier getting ready for the groundbreaking for their new building to be constructed as part of the eight-block urban renewal project of the City, soon to be called the Franklin Mall. They planned to move their offices, then located on the El Camino Real, into their new building.





The DeLozier's building, where Peterson's Insurance Agency is located, is still found on the corner of Benton St. at Monroe, in the more recently renamed Franklin Square.

The Petersons and the DeLoziers have been known for their community involvement. Mr. and Mrs. Peterson were members of the Community Methodist Church, Independent Order of Odd Fellows Lodge #238, Liberty Masonic Lodge #299, and the Redman Lodge. Pete Peterson was also a charter member of the old Santa Clara Men's and Businessman's Club. Peterson School still bears Mrs. Peterson's name, reflecting her commitment to education and to the community.

Joe DeLozier is a 50-year member of American Legion Post #419 and Veterans of Foreign Wars #3982. Joe served on the Board as Chairman of the Handicapped War Veterans of Santa Clara from 1955 until 1998. He also serves on the Santa Clara Host Lions Club, and was past president in 1959. Joe served on the Board of Directors for the Santa Clara Chamber of Commerce in the early 1960s. He is also a 50-year member of the Independent Order of Odd Fellows #238, and a member of the Liberty Masonic Lodge #299. Joe was also involved in civic issues. As an example, in the 1970s, Joe helped advocate for the City's municipal electric utility, traveling to Washington D.C. to meet with our Congressman.

Dave DeLozier, Joe's son who co-owns the insurance company with his father, is very active in the Santa Clara Rotary, serving as past president in 1999-2000. For many years Dave has also been very active in the Santa Clara Chamber of Commerce, serving as a director, and also past president in both 1988 and 1999. Dave served on the City's Parks & Recreation Commission from 1981 through 1988. He was also an elected City Council Member in 1988, and was re-elected to another four-year term in 1992. Dave was also president of the Santa Clara County Independent Insurance Agents Association in 1986. Dave and his wife Heidi keep very busy with their two children, Robbie and Jamie, who are

involved in Youth Baseball, and Jumping for Joy (the Santa Clara based competitive jump roping team). In addition to their work at Peterson's, and their volunteerism, Joe and Joanne are busy grandparents, enjoying spending time with their grandchildren.

The Petersons and the DeLoziers epitomize a phrase about community involvement that is attributed to Winston Churchill. Churchill stated, "You make a living by what you get, but you make a life by what you give." The City has been very fortunate to have the Petersons and the DeLoziers, as well as Peterson's Insurance Agency, as part of this community.

We are here this evening to recognize Peterson's Insurance Agency which has officially been a fixture in our community since 1929, even though its roots go back even farther. The City and the Chamber appreciate our Santa Clara businesses and are proud to have Peterson's in Santa Clara.

We congratulate the entire DeLozier family and their employees on their long and fruitful accomplishments in this community, all of which can be traced back to Antone (Pete) Peterson and the partnership he forged with Joe DeLozier.

Congratulations on Peterson's 75 years of outstanding service to the Santa Clara community.